#### RURAL DIRECTORY

O

## Who's Who

IN THE

BUSINESS AND PROFESSIONAL WORLD

OI

### **CALGARY**



1937-38

LET THIS BE YOUR GUIDE



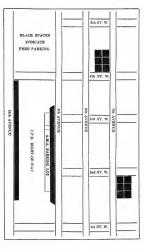
### Important

THE Business and Professional men, whose names appear herein, have gone to considerable expense in publishing this booklet, so that they can place before you a convenient and reliable Directory for your requirements and rorfessional appointment.

We would suggest that you keep this Booklet in a convenient place, as we know you will have occasion to refer to it many times each day during the year.

You will find it will save considerable time and inconvenience, everything you are liable to need being alphabetically arranged. Any bosiness extended by telephone or through the mail will be greatly appreciated and will receive prompt and personal attention.

THE PUBLISHERS.





#### INDEX

		,	
Automobile	. 1	Insurance	42
Auto Truck Bodies	- 2	,	
Ambulance	. 3	Jeweler	43
Automobiles—Used			- 40
Auto Parts	. 5	Leather Goods, Luggage	44
Annuities-Living Protection	6	Ladies' Costs, Suits and	44
		Ladies Coats, Suits and	
Broker	. 7	Dresses Live Stock Dealers	45
Business College	. 8	Live Stock Deaters Lumber	
Boots and Shoes	. 9		
Baby Chicks	10	Monuments	
Beauty Parlor	11	Monuments	48
Batteries and Electrical	12	Music Store	. 49
Boot and Shoe Repairs	19	Motor Cycle	. 60
Boot and Shoe Repairs	- 10	Machine Shop	. 61
0			
Chiropodist	. 14	Nurses-Graduate	62
Curtains and Draperies			
China and Dinnerware		Oil and Gasoline	-
Chiropractar	. 17	OH BUG CHROTHS	- 00
Cream Separator		P	
Crematorium	. 19	Photographers	54
Cleaning and Dyeing	. 20	Paint and Wallpaper	- 56
		Produce Merchants	
Dancing Academy	21	Pastry and Candy	- 87
'Dentist	22	Picture Framing	_ 58
Doctor	23		
Druggist	24	Radios	. 59
Dry Goods	25	Restaurants	- 60
		-	
Farm Supplies	90	Sight Spacialist	61
Furniture	07	Silk Shop	60
Flour and Feed	99	Stanmahin Tiskata	69
Film Developing	90	Stone Pennive	00
Florist	20	Chiefe Men	01
Puneral Director	22	Colontific Massacine	- 00
Pura			
	02	Tractors	
a		Tractors	67
Garage	. 33	Tire Service	
Glass		Trailer	69
Groceries	35	Tractor Parts and Supplies	70
Grain Cleaning Equipment	36	Tinsmith	71
		Tailor	72
Hardware	87	w	
Hides and Wool	28	Walding	73
Hotel	. \$9	Windmills	74
Herbalist	40	Washing Machine	75
Hockey Schedule			



- ASK THE MAN WHO OWNS ONE -

Owing to the class of business we do we have the best

## USED CARS

in town.

## Packard Alberta Co., Ltd.

3rd Street West at 5th Avenue

## Hay & Harding Ltd.

Manufacturers of: BUSES - VANS - TRUCK BODIES CABS - ETC.

AUTO WRECKS and WHEELS REPAIRED
AUTO PAINTING - UPHOLSTERING
FENDER and BODY WORK
CAMPING EQUIPMENT
CARS MADE INTO BEDS

Corner 10th Ave. and 14th St. East
CALGARY ALBERTA

Phone E5307



### STARR'S AMBULANCE SERVICE

(E. H. STARR, Prop., late of General Hospital Staff, Calgary)

102—14th Ave. E. Res

Res. Phone -M2035

## M2428

Our Motto:—
RELIABLE and EFFICIENT SERVICE

o o o o Distance No Object

Independent of Funeral Homes

MEDICAL PHONE SERVICE FOR CALGARY DOCTORS

# WHY GAMBLE

## USED CARS

Over 25 years of honest dealing with used car buyers is your safeguard.

- PRICES ARE RIGHT -

CARS ARE AS REPRESENTED

Large stock of All Models on hand from

- SEE US FIRST -

THE FREEMAN CO. LTD.

PHONE M3236

Calgary

HUDSON TERRAPLANE DISTRIBUTORS

THE DISTRIBUTOR

### AUTO PARTS

We handle used parts for most makes of cars and trucks. Also are buying unserviceable cars for wrecking.

Our prices are lower than any place else, on account of having no extra overhead burden.

When in need of AXLES - WHEELS - TIRES

GEARS and BEARINGS

of any sizes or description, in fact, anything for car or truck, give us a trial and you will be surprised how much you can save.

If you try us once, you will come again.

MAIL ORDERS are receiving a special attention.
When unable to call personally, write or
phone us your requirements.

# EMPIRE METAL & SUPPLY CO. LTD.

605 2nd Street East
CALGARY, ALTA.

6

PHONE M3635

## FINANCIAL SUCCESS

#### is a very Simple Thing.

SUCCESS, to a few, means nothing less than millions, and wathis, and malaces

But there is another and more genuine kind of success. The means to give your children a proper education and a decent start in life. Security enough to make you more a major than a nawn of the future.

Money enough to buy the things you can reasonably hope to have and thus find happiness. Give the average unselfah person these things and he will say "thave wealth enough for any man. I

have made a success of my life."

This kind of wealth, this kind of success, is a very simple thing

It lies within the reach of any man of every man who has ten or fifteen years of earning power left Even the man of modest earning power. An investors

aven the man or moosest carming power. An invectors Syndicate representative can prove this to you. There is no mag r about it except the magic wrought by time and compound interest. The formula is sample. You merely set nade small sums perhaps as little as 35 cents a day, and you do this regularly.

persatently. An Investors Syndicate representative can tell you all about it. He can show you how thousands of people have sequired \$5,000 \$10.000, \$25,000 or more through the Living Protection plan most of whom admit they

would have acquired nothing otherwise.
Who is back of this plan? It is sponsored by an institution which has enjoyed the endorsement of authorities in sound finance for nearly helf a centery. An assitution which during every year of its entire life has met every obligation on time, when

entire life has met every obligation on time, when due.

WRITE, PRONE OR CALL FOR INFORMATION TO CALGARY OFFICE OF

## INVESTORS SYNDICATE

Ent. 1894 Appets over \$185,986,600.00

## M. P. Johnston

Member
CALGARY STOCK EXCHANGE

BROKER and FINANCIAL AGENT

Licensed Dealers in
OIL, MINING and INDUSTRIAL STOCKS
OIL LEASES and INVESTMENTS

Wire Connections with Vancouver and Eastern

Wire and Mail Orders Given Prompt Attention

— Information Gladly Given —

212 Lancaster Building - Calgary, Alberta
OFFICE PHONE STOCK EXCHANGE PHONE
M1094 M7009

## Mount Royal College

In affiliation with University of Alberta as a JUNIOR COLLEGE.

GEO. W. Kerby, B.A., D.D., L.L.D., Principal

Outdoor and Indoor Sports. Day and Resident Students
FIRST YEAR UNIVERSITY COURSES

(Formerly designated Second Year Courses)

GRADE XII and ALL HIGH SCHOOL COURSES

COMMERCIAL and SECRETARIAL COURSES

Persona, and class instruction in Shorthand, Typing Bookkeeping, etc. Office Training in a real college environment the heat at lowest rates.

EXPRESSION and DRAMATICS — MUSIC

Pinno, Singnig, Violin, Special Violin and Guitar Classes.

PHYSICAL EDUCATION—Tap, Folk, Interpretive Dancing,
Gympastic and Physical Exercises.

Write for Calendar to
REGISTRAR, MOUNT ROYAL COLLEGE
Calgary - Alberta

# Wilson & Osborne "THE FAMILY SHOE STORE"

SHOES FOR MEN, WOMEN, CHILDREN

A Shoe For Every Foot A Price for Every Purse

Mail Orders Given Prompt Attention -



Satisfaction Guaranteed or Your Money Back

# Wilson & Osborne

Sth Ave. West Calgary

M1888

WHITE LEGHORNS

R.I. REDS

### BABY CHICKS

— GET OUR PRICE LIST — Ready in January

Don't Forget the Address-

CALGARY

WHITE ROCKS

## Kwality Hatchery

614 - 17th Avenue West

**←** 

Pullet Chicks 98% Guarantee

BUFFS

PHONE M9677

30

## Palliser Beauty Salons



#### AND BARBER SHOP

24 Years In Business

#### Our Shop is Equipped With the Most Modern Furniture and Equipment in the City.

We have done everything for the comfort of our large cleatele, and we cordially invite everyhody in Southern Alberta to take advantage of our expert services, and exceptionally low prices, when you are in Calgary

Our 24 years' experience assures you of efficient and un-to-date styles. We design coeffure to suit your personality

Our Ladies' work is composed of Permanent Waving, Marcelling, Finger Waving, Facial and Scalp Treatment, Bleach and Dye, Manicuring and Hair Cutting any styles you wish All done by efficient operators.

Ladies from out of the city, while visiting Calgary, require no appointment—our time is at your convenience.

Our Barber Shop gives the same efficient service that you have had for the past 24 years. Always expert barbers in attendance to give you the service and attention that you like

G A LAFORTINE

PHONE M1947

..

## ELECTRIFY YOUR FARM

ESCO SERVICE are agents for WINCHARGER

Enjoy the convenience of electricity for lights, power, radio, etc.

WINCHARGER supplies all your electrical requirements for fifty cents per year maintenance ESCO SERVICE also carries a full line of

Batteries, Lighting Plants, Radios and Appliances.

We have a completely equipped battery and electrical repair shop.

Let us rebuild your battery and repair your lighting plant.

We repair magnetos to build electric welders

Our Prices and Service Meet ALL Competition SEE US FIRST

-

ESGO SERVICE 407 Centre Street CALGARY M9633



Have Your Work Done by Foot and Shoe Experta
One-Way Charges Paid on Country Orders
ORTHOPEDIC SHOE AND FOOT CORRECTIONS —

• WE SPECIALIZE IN SHOE DYEING •

Call in for a SHOE SHINE at this New, Up-to-the-Minute, Centrally Located Patier

## E<u>wdike shoe ke-buildin</u>g

AND SHOE SHINE PARLOR
219 EIGHTH AVE WEST (2 Doors West of Palace Theatre)
Phone M1312

- WE CALL FOR AND DELEVER -

28 YEARS' EXPERIENCE IN SHOE REPAIRING

## **CHIROPODY**

#### F. G. FOERSTEL, D.S.C. - Foot Specialist

Registered under the Chiropody Act of Alberta

Graduate American School of Practipedics

Removal of Corns, Callouses, Ingrown or Objectionable Toe Nails, and all other Foot Troubles

We Supply, Fit and Adjust Scholls, Wizard, Jung's Arch Supports and all Foot Appliances

Arcade, 126 - 8th Ave. W. Calgary, Alberta

Phone M5211 — Res. L1973



## HUGHES

### HOME FURNISHINGS

a nou



WHEN IN CALGARY we extend to you a cordial invitation to visit, our stors and inspect our new and up-to-date materials. Our experience, gathered after many reats in this business, and the expression of satisfaction received from our many patrons in town and country, warrant us in extending this invitation to you.

We are showing the newest designs and coloring in BROCADE DAMASK, HOMESPUN, SHADOW CLOTHS, PRINTED LINENS AND MONKS CLOTHS, RAYON NETS, PANEL and COTTON NETS, PLAIN and FANCY MAR-CUISETTES, a new designs and coloring We are able carrying a large stock of PLAIN and FANCY CURTAINS, RODS and CRAINES.

Our expert advice is at your service in the selection of your WINDOW FURNISHINGS

- CALL AND SEE US -

Phone **R1211** 



#### CALGARY'S ONLY EXCLUSIVE CHINA STORE

is a suitable Shopping Centre for

DINNERWARE - FANCY CHINA POTTERY - CRYSTAL CUT CLASS . NOVELTY GOODS

A convenient display of these in our central location on the ground floor adds pleasure to the shopping trip.

We feature the largest showing of Open Stock English Dinnerware in the city, the latest in designs and decorations; also gift items of every description.

We invite you to visit us and assure satisfaction with any purchase made

Crystel Chine and

Glass

Pattery Novelty Goods

117 Eighth Avenue West

Phone M7773

Calgary

## Chiropractic Adjustments RESTORE HEALTH



Chiropractic is the greatest forward step in HEALTH MATTERS that the world has ever known or perhaps ever will know, and this new HIO PALMER SYSTEM is today attracting the interest of all keen thinking propie ever SIVE STEP in the ELIMINATION of the CAUSE of SICKNESS and SUFFERING.

#### Sick People! Investigate The Latest PALMER HIG System of CHIROPRACTIC

as Practiced in Our Office

Chiropeactic contends that the cause of all diseases is a vertebral sublexation which causes pressure on nerves, which causes an interference with the normal transmission of vital nerve energy to the different tissue calls of the body. The adjustment specific removes the cause of disease and natural consequence is health

> T-PAY RHOWS WHERE TO ADDIST NEUROCALOMETER TELLS WHEN TO

#### Drs. Elliott & Elliott

SUCCESSORS DALMED CRADITATES

- PHONES -Office M9222

495 Grain Exchange

Clime at held in CARSTAIRS, DIDSRITRY and OLDS. Duesday and Saturday of each week.

### ANKER - HOLTH CREAM SEPARATOR



## 21 FEATURES

THE ONLY SELF-BALANCING BOWL IN AMERICA

Sold under an absolute guarantee that the bowl will NEVER have to be re-balanced.

UNITED ENGINES & THRESHERS Limited
CALGARY EDMONTON

Clarence H. Kent

E. Earl Kenworthy

# Calgary Crematorium

BOWNESS ROAD CALGARY

Consult Your Local Funeral Director For Full Particulars

Box 225

Phone 1.1525 CALGABY alberta

19



### CALGARY CLEANERS DYERS

Featuring the New Process DRY CLEANING TRICLENE

-3-HOUR SERVICE -

You can have your clothes back the same day looking like new.

#### TRICKENE

Renews the Fabric Lenghtens the Life of Clothes Has No Odor

Does Not Shrink Garments Brightens Colors

WE DO DYEING AND ALTERATIONS.

All Mail Orders Promptly Attended To

### CALGARY CLEANERS & DYERS

1312 First Street West M5277 Calgary, Alta. (Half Black South of Noble Hotel

### Henley's —— School of Dancing

### 620 - 8th Avenue West

Phone M3814

Calgary, Alta.

-90-0480-04-

Penley's are well equipped in material and knowledge to look after all your DANCE NEEDS. You will save yourself time and money by selecting Penley's

OF YOU CAN WALK , PENLEY'S CAN TRACH YOU

BALLROOM DANCING
Private and in class.
Right up to this minute in
what's new and desirable

TAP DANCING Charle Martin New, Up-to-Date, Routine

BALLET - INTERPRETATIVE NATIONAL DANGING Includes the finest training in the finest art, under the necessal instruction of Mrs. J. K. Penkey

--- BALLBOOM INSTRUCTION BY MAIL --

OUR SOCIAL DANCES

Every Wednesday and Saturday Night

Leo Smantan and His Music

The best dance orchestra we had in years and we only use the best.

The Orchestra will accept sponsored dance engagements,

Office Phone

M1307

M4812

Residence Phone

Ac. W. P. Harvey

# DENTIST

204 Grain Exchange Building CALGARY, Alberta Office - M5005

Residence - H3335

Dr. V. N. Rosenfield M.D., L.M.C.C.

> Physician and Surgeon Coroner

> > Office: 407-8 Southam Building CALGARY, Alberta

Blacklegoids Blackleg Filtrate



Write for Prices

We carry all sizes of Parke Davis Nema Worm Capsules for Foxes, Hogs, Dogs, Sheep, Poultry, etc.

EPSOM SALTS SALTPETRE

SULPHUR GLAUBER SALTS

ABSORBINE SPOHN'S COMPOUND
POTASSIUM IODIDE SUR-SHOT CAPRULES

HOG WORM POWDER (Govt. Exp. Farm Formula)

DR BELL'S VETERINARY MEDICAL WONDER FLEMING'S VETERINARY REMEDIES

All mail orders and enquiries promptly attended to

## Princess Drug Co. Ltd.

Dispensing Chemists Cor. 8th Ave. and 2nd St. East

PHONE MI499 CALGARY, ALTA

# Mebb's Specialty Shop

214a Eighth Avenue West

Phone M2792

(Just Chee to the Buy on Eighth Avenue Woot)



The ustal section where he fithe fines alieds of Rousehold Linens, etc., in the city can be seen. We see a see he fithe famous Walnum Profucts

Sheets Sheeting Pillow ( ages and Pilsow Tubing You should nee them beautiful amous white goods and we marantee prices as low as the lowest Prints and Brinds oths are another special feature at Welds. In fact, you can see one of the Baset storics are always.

and what a sets reportant every vard to guaranteed fast course VALUES UNBEATABLE
Blankets: f even dever priors are here and all we invite you

to do in compart, or ha see and prices.

Next time is a re-ed algary don't fail to see what WEBE'S
have to fire as many are finding it saves both time and money
to shop at WEBE'S.

Mail Orders are g ven personal attration and Webb's pay all pestage direct to your door anywhere in Alberta

#### FARM SUPPLIES

OUR SPECIALTY

We wish to bring to your attention our recent decision to hold a

#### "WEEKLY AUCTION SALE"

on our premises and which will be quite an "innovation"—
the date to be announced in the daily papers.

Farmers may send in articles for sale, and possibly buy something else that they might be in need of

Mostly everything that we carry is used on farms, such as— Well Casing, Pipe, Cable, Rope, Saws, Mandrels, etc. and Re-conditioned Farm Implements

MAIL ORDERS are receiving special attention.

And if information only is desired, kindly phone, write, or better still, call personally.

EMPIRE METAL & SUPPLY CO. LIMITED

605 - 2nd Street East

PHONE MARKS

CALGARY, ALTA.

## BRYDSON'S FURNITURE STORE

FOR BETTER

1118 Westmount Boulevard (Opposite Hillburst Fire Hall)

#### ANDERSON GRAIN & FEED CO. LTD.

Near City Hall at Calgary, Alberta

## GOLD MEDAL HOG SUPPLEMENT

(With Cod Liver Oil) Preteins, Vitamins and Minerals

all in the one bug. Definitely guaranteed to raise your how

from weaping to market in less than five months and with less than 700 lbs of graun Add 10 lbs to each 100 lbs, of chop. **63.25** Cwt.

#### GOLD MEDAL LAYING MASH SUPPLEMENT (With Cod Liver Oil)

Add to Your Own Grain and Make an Efficient Laving Mash Well Relanced

Guaranteed Protein .... 38.5% Add 300-500 lbs of grain or mill feeds

Will double your egg production and birds will lay all winter Only high grade Most Mesl and Cod Liver

Oil used along with Alfalfa Meal Pichmeal Banamas! Minerals \$3.15 Cwt. with Gil

52.70 Cwt. Without Oil

Write for Descriptive Catalogue of Gold Medal Feeds and Concentrates



PHONE MS079

# THE SNAPSHOT FINISHERS

ARE EXPERTS IN THEIR LINE

For the Benefit of Our Out - of - Town Customers

YOU CAN MAIL YOUR FILMS TO USE

For Prompt, Efficient and Reliable Service

Snapshot Photo Finishers
22 LINEHAM BLOCK CALGARY

200

## Howers

#### THE IDEAL GIFT FOR EVERY OCCASION

BIRTHDAYS
ANNIVERSARIES
CHRISTMAS
MOTHERS' DAY
EASTER

ST. VALENTINE'S DAY

We make a Specialty of Wedding Flowers

ORDER YOURS - DAY OR NIGHT

Ted Brooke's Alower Shop 311 · 8th Ave. W. (Opp. Birks)

Day—R2468 Night—M5154



## CITY PRICES for

RURAL FUNERALS Within A 60 felte Perlies



A Complete Service Embalming by our Expert

Canket Ontride Core Acknowledgement Cards Modern Motor Equipment Rtg. A 'Temble of Service"

In Every Case FUNERAL COSTS are determined by the PURCHASER

Our prices are most moderate and plannly marked which require no salesmanship, Our Well Known Quality Service Costs Less

PERSONAL.

SERVICE NIGHT OF DAY Telephone M1230

AN ALL

The CREMATORY. We welcome the advent of Calserv's new Crematery and extend to its management our

fullest co-opera-

tion. Consult as for details comFoster & Foster Euneral Home . . .

Owned and Operated

Gooder Bros. 320 - 12th Ave. W.

corning cremstion reremonist. "Public Confidence is not a Scopen, but an Ideal 706 Centre St. - Calgary - Phone M4579

# Robert T. Garbert

REPAIRING · RELINING
REMODELING
RAW FURS

WRITE FOR OUR RAW FUR PRICE LIST Calgary's Largest Storage Garage Repairs

DIAMOND "T" TRUCKS

HUPMOBILE CARS

SERVICE UNEQUALLED

HAMMILL MOTORS LTD.

309 - 7th Ave. West (Next to Wales Hotel)

-89



GLASS
OF EVERY DESCRIPTION

## Car Doors

and

WINDSHIELDS

WINDOW GLASS—Cut to any size MIRRORS—Resilvered

NEW MIRRORS-Made to order

### THE BENNETT GLASS COMPANY LTD.

226-228 Seventh Avenue East Phone M1778

34

## LIBIN BROTHERS STORE

Libin Bros., Established in Calvary since 1914.

References: Bank of Nova Scotia, West End; Bank of Commerce, 12th Avenue.

312-314 7th Ave. East Phone R 2777

Shop by Mail - The Easy Way

YOU SAVE MONEY ON EVERY PURCHASE

SATISFACTION GUARANTEED OR MONEY REFUNDED

Before placing your order, compare our prices with any in the city and you wil. find you can do better when shopping for GROCERIES at LIBIN'S. Park your car at Libin Bros. Parking Lot and Make Libin Bros. Store your headquartern

"SATISFIED CUSTOMERS" - IS OUR MOTTO

#### ALBERTA'S LEADING HOUSE

For

### GRAIN CLEANING EQUIPMENT

"FOOTHILL CITY" Grain Cleaners are the best and most efficient Cleaners for all grains and other seeds on the market Used by leading seed exhibitors.

--- Made in Calgary ---

We also manufacture a complete line of Sieves and Screens for all makes of Fanning Mills, Threshers and Combines for cleaning any kind of seed.

Perforated Zinc Screens

Wire Sieves of Every Description

#### FRANK MARRIOTT

906a Ninth Avenue East

Calgary

PHONE E4025

#### RUTHERFORD HARDWARE

(Rutherford and Magrath)

1226 - 9th Avenue East Calgary, Alta.

#### PHONE E5957

We will be only too pleased to quote prices and Mail or Express anything in the Hardware or Sporting Goods line to you

We carry a full line of—

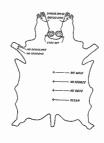
Heavy Shelf Hardware, Builders' Hardware, Building Paper, Roofing, Forks, Shovels, Spades, in fact, Everything for the Farmer.

SPORTING GOODS-All kinds in season.

We appreciate your business and we keep our prices moderate in accordance.

Drop in and see us-or just Phone.

WE BUY GREEN AND DRY HIDES, HORSEHAIR
WOOL, ETC.



## J. E. LOVE

Phone R2996

After 6 p.m **M2408** 

403 - Fourth St. East : Calgary

# IN CALGARY IT'S Vale Botel

#### "The Family Hotel"

Across from C.P.R. Depot

Definitely recognized as CALGARY'S LEADING FAMILY HOTEL

Finest Sleeping Accommodation in the City at most Moderate Rates

- All Outside Rooms -

Private car and porter meet all €.N.R. trains

T. J. S SKINNER Manager J. RACKHAM Res. Manager

## MEDICAL HERBALIST

25 Years in Alberta

Some of our work has been reported in different Hedical Magazines in the United States and PROVED by many sufferent from Cancer, Teberculone, Braght's Duesse, Bropsy, Unceraled Stonach, Blundenas, Biader and Kidney Troube, Heart Trouble, Arthritis, Scattea, Rheumatians, Made and Fenniles, Skm Troubles, Laver and Gall Blader Troubes, Dulbetes, Media, Troubles, Laver and Gall Blader Troubes, Dulbetes, Media, Troubles, Laver and Gall Blader Browners, Comparison of the Company of the C

We have explicit faith in same, sanutary, scientific medicine, but none in SUPPRESSIVE INNOCULATIONS.

Surgery, Blectricity, X-Ray and Radium are the handmaids of Scientific Medicine, never her Mistress.

CALGARY'S ONLY EXPERIENCED
HERRALIST

CERTIFIED BY A REPUTABLE HERBAL COLLEGE

## John Rae

Diploma National Association of Medical Herbalists of Great Britain.

603 - 2nd St. West. Calgary Phone M9983

#### BIG SENIOR SIX HOCKEY LEAGUE OF ALBERTA

Schedule of Games to be Played at the Calgary Artificial Ice Arena for 1937-1938

#### OPENING GAME Saturday, November 27th - Superiors vs. Brenks

DECEMBER GAMES December 1 MINERS vs. RANGERS. December 4—DOMINIONS vs. RANGERS

December B-ELKS vs. EXONKS Describer 11-21 PERIORS vs. BRONES

Sat.

West Sat. Work

Sat.

Mon

Mon. Wed. Sat. Mon.	December 13-RANGEES vs. BRONES December 15-ELES vs. RANGERS December 25-SUPERIORS vs. RANGERS (830) December 27-BRONES vs. RANGERS.
	JANUARY GAMES
Sat Mon, Sat, Wed. Sat. Wed	Jacuary 1- MINERS vs. BRONKS (3 o'clock - afternot January 8- RANGERS vs. BRONKS, January 8- MINERS vs. RANGERS, January 15- MINERS vs. RANGERS, January 15- MINERS vs. RANGERS, January 15- MINERS vs. RANGERS,
Sat. Wed	January 22-DOMINIONS vs. RANGERS January 25-BRONKS vs. RANGERS
Sat.	January 29-MINERS vs. BRONKS. JANUARY 3, RANGERS vs. BRONKS.

PERRITARY GAMES

February 2-ELKS vs. RANGERS. February 5-DOMINIONS vs. BRONKS. February 9-ELKS vs. BRONKS. February 12-SUPERIORS VS RANGERS February 14-MINERS vs. BRONKS. February 16-BRONKS vs. RANGERS

#### - 25 GAMES IN ALL -

If you are planning a trip to Calgary, remember the date and enjoy the Hackey Games.

## INSURANCE

Fire, Automobile, Hail, Bonds, Liability Plate Glass, Inland Marine Caree

Car



surance as you wish you had. Don't wait until the

mstrance Insure now!

For 25 consecutive years this firm has served the unsuring public of A pert to the cost of its ability, representing the following companies with an established reputation for prenapt and satisfactory actilement and payment of casms.

The Great American Insurance Co. of New York.

The Sen Insurance Co. Ltd. of Liverpool, England.

Liverpool, England.

The Connecticut Fire Insurance Co.
of Hartford Com.

The Security Insurance Co. of New Baves, Conn The Conference Campbe Co.

The National Umon Fire Insurance Co. of Pittaburgh.

The General Accident Assurance

The United Assurance Underwriters.

H. B. MACDONALD Co. Ltd. 304 Grain Exchange Bldg. - Calgary, Alta.

M1949 - Telephones - R1949



### IN 1881



Fifty-six years ago Calzary's Riret Jowelry Store was established Guaranteed merchandise, expert workmansh.p. honest and courteous deaungs, with a positive guarantee of satisfaction, made the first Jacobea Jewelry Store a success



#### NOW There is a Jacquez Jewe.rv Store in Calgary



where the same high business standards are cerned on The finest quality Bridal Wreath Diamond Engagement and Wedding Rings, Bolova, Mars and Rolex Watches 1847 Rogers, Com-

munity and Tudor P.ate, Silverware, Jewelry and Clocks are here for your inspection, You can shop with confidence here. The JACOTIES name is a guarantee of SERVICE

and SATISFACTION



812 - First Street West

Calgary, Alta.

Your Repairs will receive prompt and coreful attention.

THE LEADING LEATHER GOODS IN WESTERN
CANADA

## Leathercrafts Ltd.

130 - 8th Ave. W. Calgary Phone M7457 Birks Building Jasper Ave. Edmenton

Carrying a Complete Stock of all kinds of Luggage



\$7.50 to \$40.00

#### Some of Our Principal Lines are: LADIES' GLOVES

PURSES, POCKET BOOKS,
BILLFOLDS, KEY CASES
DRESSING CASES
SOUVENIR NOVELTIES
MOCCASIN SLIPPERS

STATIONARY & BRIEF CASES
GLADSTONE BAGS
OVERNIGHT & DRESS CASES
(Fitted or Unfitted)
IMPORTED ENGLISH LEATHER GOODS

All High Quality Goods at Prices to Suit Our Customers We Are Out of the High Rent District to Save You Money

EXCLUSIVE STYLES SOLD ONLY BY US IN CALGARY

Beautiful Princess Coats and Suits CHARMING MARGATE DRESSES

Our Modern Store, located out of the High Rent District, allows us to offer you exceptional values in COATS - SITINS - DRESSES

R. H. WILLIAMS

COMPANY LIMITED

1411-1415 - 4th Street West Phone **M7462** 

# Adams, Wood & Weiller

#### LIVE STOCK COMMISSION MERCHANTS

Alberta Stock Yards
CALGARY - ALBERTA
Office Phone F5121



Connections at EDMONTON, SASKATOON,

WINNIPEG, SOUTH ST. PAUL, CHICAGO

#### HIGH SALES and PROMPT RETURNS

Special attention to filling of orders for all classes of stockers and feeders or butcher stock

CATTLE: R	s. Phone
Harvey K Adams, Pres and Manager Art F Adams B. C. (Irish, Johnson	M5802 W2152 S0926
HOGS: Cliff B. Green	W1920
OFFICE: Roy W Furgeson, SecTress	W2650

## **BUILDING SUPPLIES**



#### We Specialize in FUILDINGS FOR THE FARMER THE DAIRYMAN — and for

THE LIVESTOCK RAISER
We Stock
EVERY KIND OF LUMBER

you require—all hone dry-good grade nicely milled—and ready for immediate use and at lowest prices.



#### STORM SASH

Be prepared for winter's biting blasts' Fix up your home now with STORM SASH and STORM DOORS! Keep out co.d drafts. Be coay in your home this winter!

We stock all standard sizes—and at the shortest notice we can fix you up with any special size.

### REVELSTOKE SAWMILL CO. LTD.

PLANING MILL and RETAIL LUMBER YARDS Immediately West of Stockyards

EAST CALGARY

ALBERTA
Phone #5651

## Somerville's



#### Calgary Monumental Company

(H. B. Somerville and Son)

MANUFACTURERS OF ALL CEMETERY WORK

121 13th Avenue West (Near Noble Hotel)

Phone M1391 Send for Illustrated Catalogue

#### OUR PATRONS

are, we believe, to be found in practically every district in which this directory is distributed, and we tase thas opportunity of expressing our sincere thanks and appreciation for the favors seconded us. Pishers Music Supply

-

## EVERYTHING IN MUSIC

And Service You Will Appreciate

. .

GUITARS, VIOLINS, BANJOS, TRUMPETS ACCORDEONS, DRUME, MUSIC STANDS ACCESSORIES AND CASES FOR ALL MUSICAL INSTRUMENTS, MOUTH ORGANS (Horner & Borral, Milmervitch)

> POPULAR SONG HITS and Orchestrations Get our Monthly Bulleting

STANDARD AND CLASSICAL MUSIC
SCHOOL FESTIVALS AND CHOIRS, RHYTRM
BAND INSTRUMENTS AND MUSIC, VICTOR
EDUCATIONAL RECORDS

GROVES' DICTIONARY OF MUSIC AND MUSICIANS Reg. Edition \$52.00.

New and Compacte Popular Edition - \$20.00

## Fishers Music Supply

(With Leathercrafts Limited - 3 Deer East of Bank of Montreal)
130 EIGHTH AVENUE WEST CALGARY
M2480

## SEE THE 1038 INDIANS

for

SPORT, COMMERCIAL and POLICE WORK

You, too, can own a new Indian Motorcycle. Prices range from the small twin at \$295.00 to the four cylinder at \$595.00 . . and you pay for it as you ride.



FULL LINE OF PARTS AND ACCESSORIES Expert Renairing and Overhauling on Any Make or Made

#### Indian Motorcycles SALES & SERVICE

142 - Tenth Street N.W. - Calgary, Alta. WALT HEALY L2788

Write or call for free literature OR AMPRICA'S FINEST MOTORCYCLE

# Attridge & Miller MACHINE WORKS

Offering Fast, Efficient Repair or Rebuilding Service on Automotive, Industrial and Farm Machinery of All Kinds.

CRANKSHAFT GRINDING AND CYLINDER REBORING
— ELECTRIC AND ACETYLENE WELDING — TRACTOR
AUTOMOTIVE AND GENERAL MACHINE WORK — REBABBITTING AND ENGINE REBUILDING

If it is Machine Repairs or Rebuilding you need, bring it to-ATTRIDGE AND MILLER MACHINE WORKS

You will see the most UP-TO-DATE-SHOP
in Alberta

#### 121 ELEVENTH AVENUE WEST

Day Phone-M3312 Night Phone-M3752



## GRADUATE NURSE?

If you are sending a patient to the Hospital in Calgary, phone us for a Special Nurse.

Should you need a Nurse at home, we shall be glad to arrange this for you

GRADUATE NURSES ALWAYS AVAILABLE
DAY AND NIGHT SERVICE

By calling in a Graduate Nurse at the beginning of an illness, you can prevent serious complications.

SAFEGUARD YOUR HEALTH

#### CALGARY GROUP NURSING SOCIETY

805 First Street West
— Telephones —

M4321

M5400

## ATTENTION

## Dealers & Farmers

BLUE FLASH GASOLINE, PURITY 99 GASOLINE, RED TRACTOR GASOLINE TRACTOR KEROSENE, LAMP COAL OIL and a full line of LUBRICATING OILS and GREASES.

See us for prices before buying elsewhere, and remember, our products are refined from Turner Valley Crudes

### GAS and OIL PRODUCTS LIMITED

300 Lancaster Building
CALGARY ALBERTA
Phones: M5218.M5219.M5202.S0458

WAREHOUSE-10th Avenue and 7th Street East No. 1 STATION-59th Avenue and Macleod Trail



## RENO

#### Your Master Bhotographer

Specializes in WEDDINGS, PORTRAITS and CHILD PORTRAITURE

Also Commercial and Expert Finishing at the Lowest Prices in History Picture Framing

The finest work at the Lowest Prices
Photos taken with or without appointment, day or
night

112a Eighth Avenue East

Calgary, Alta.

Phone M2364



AT THE SATINGLO STORE

YOU'L SAVE

> DECORATING PROBLEMS TO THE PAINT AND ARTS STORE A complete range of BAPCO PAINT

PRODUCTS for inside and out, and a great choice of new wallnapers. BAPCO PURF PAINT

The house paint that covers more surface and gives extra years of west. A wide selection of popular shades to choose from Write or se's for color cards

#### BAPCO BARN AND ELEVATOR PAINT BDIGHTEN UP THE FARM



PAPERS

MEW INTERIOR AUTY TO YOUR



## FOR COMPLETE SATISFACTION

Ship Us Your

# Dressed Poultry Eggs - Cream

You will receive fair treatment and prompt returns.

We pay the highest market price and make

every effort to please our shippers.

Send shipments or enquiries to:

CAMPBELL and GRIFFIN Ltd.

CALGARY ALBERTA

Our well known brands.—
PRAIRIE LILY CREAMERY BUTTER.
VELVET BRAND ICE CREAM





Pastey

Known all over the west for their Delicious and Exclusive Home Made CANDIES and PASTRIES

DELUKE CHOCOLATES - 75¢ per lb.

and in boxes from 1 bt to 5 lbs. Exquisite assortment of the finest, freeb and mostly costly fruit, and other rare aggred that, including French Creams, Nougats Cherries, Pineappe Cocktails, Almonds, Brasils, Assorted Caramels and other dainty Confections.

### WEDDING and ANNIVERSARY CAKES

Picardy's Wedding Calces are noted for their brauty of decoration, the quality of fruits and nuts used in the cake, their districtive flavor and for their seeping qualities.

Price includes Si ver Base and Decorations.

80¢ per lb. Ovnemente Extra

ANNIVERSARY CAKES For All Occasions. BIRTHDAY CAKES

We maintain a mail order service for the convenience of out-of-frown customers. We specially invite the Country People, when in Town, to visat our Stores and enjoy our excellent food, served over our Lusten Counters.

STORES ARE AT:
235 - 8th Ave. West Corner 12th Ave. and 1st St. West
Calgary Office Telehone - M7437

## THE GAINSBOUROUGH ART STUDIO

## PICTURES -... PASTELS

#### PHOTOGRAPHS TINTING

While Ussting The City
"Remember the name when you need a frame

703 Second Street West
(HOTEL WALES BUILDING)

Calgary



"The laventor has the whole world before him to improve"

M3359 — PHONES — W1656 (Res.)

# ENJOY RADIO RECEPTION

With MICROPHONE CLEARNESS

WHEN YOUR RADIO is sick call a radio doctor just as you would your family physician for personal illness. Let an expert "check up" your radio and determine the reason for poor reception.

We are "radio doctors." We know how to find

the causes of noise, hum, distortion, erratic performance . . . and high battery drain.

See us today for a complete radio "check un."

The cost is small.

6 Months' Guaranteed Service

# PHONE M5477 RADIO SERVICE LABORATORY

205 ALBERTA CORNER, CALGARY

Take the Elevator to the 2nd Floor



EIGHT GOOD PLACES TO LUNCH

# Morrison Optical

#### SIGHT SPECIALIST

The testing of your eyes for suitable glasses, and the consideration of your sight, requires the services of a specialist versed in the science of optics

## MORRISON OPTICAL CO. LTD. SOUTHAM BUILDING

CALGARY
Phone M54

\_ .....

....

## Miss Snell

#### CALGARY'S LEADING SPECIALTY SHOP

FOR LADIES' and CHILDREN'S UNDERGARMENTS, SILK LINGERIE, DYPORTED KID and FABRIC GLOVES, HOSIERY, and FOUNDATION CARMENTS

at lowest prices consistent with quality.

MAIN FLOOR - THE ARCADE

Terry's Silk Shop
For the Lalest in Sportswear

meluding SPORTS JACKETS in FLANNEL and BRUSHED WOOL, SKIRTS, COAT or PULLOVER SWEATERS, BLOUSES, FLANNEL and SILK DRESSING ROBES

If it is new you will find it at-

THE SMARTEST SHOP IN TOWN 304 - 8th Avenue West Calgary, Alta.



Take the long-wanted trip to the Old Country this year let your dreams come troe. Travel is easy, when you let us arrange etclail. We are increased and sonded agents for all years of the country of the country is a second of the country of the country of the country is a second of the country of the country of the country is a second of the country of the cost—and the may say we see the country of the count

- Special Attention to Persons Travelling Alone -

Write or call at our office for full details. Good cabins still available. Small deposit secures cabin, pay balance shortly before leaving.

Or take a shorter trip to Honolu.u. Bermuda, etc., or "Around North American" -- only \$2214 and up. See California, Panama, New York on your way, with stop-overe allowed

#### P. LAWSON AGENCIES

CALGARY'S LARGEST INDEPENDENT STEAMSHIP TICKET AGENCY

198a - 7th Ave. East (York Hotel Bldg ) M2202

ATTENTION, FARMERSI We also deal extensively, on Farm Land and City Real Bettate if you are in the market for a Farm or City Property give us a call Or if you want to cell send us your Islain for ress. Is Quick and Homes Service elle are due your lating for ress. Is Quick and Homes Service we are also Rental and Collection Agents if you own a city homes, any yourself, a but of worry, let us .ook after it. Surpressingly

REMEMBER-It always pays to deal with a reliable firm.

We CARRY A STOCK OF-

REPAIRS FOR ALL MAKES OF

STOVES **FURNACES** and **HEATERS** 

THE GREEN'S GREATER STOVE **REPAIR COMPANY** 

Calgary, Alta. 815a First Street East



Aristocrats of a gentleman's wardrobe, the new, exquastedy tailored B.VD. SRIRTS instantly appeal to smart bayers out frum quality fabrics, styled to give maximum comfort and appearance, B.VD. Shirts are in a wide range of designs and colors. B.VD. are always in smart company Priced ab— \$1.555, \$2.00 and up.

#### . . .

STEWART (imported) SOCKS, in fancy patterns, quiet colors, medium and heavy weights, in various price ranges. Stewart spells sock comfort for any man anywhere

MEN'S NECKWEAR, in the season's latest, at popular 50¢ - 75¢ - \$1.00 - \$1.20 - \$1.50

30, 73, \$1.00 \$1.20 \$1.30

SCARVES by Stewart are elegant, the newest designs. Wear one to appreciate it.

IT WILL PAY YOU TO DEAL WITH

ESQUIRE TOGGERY
231a 8th Ave. West (Opp. Capito) Theatre. Calcary)

R. H, PALFREY, Manager

# EDUCATIONAL HEALTH CENTRE

M2072

.....

The health Centre have the latest equipment for Physio Therapy Service—Such health aids as

SCIENTIFIC MASSAGE

STEAM BATHS COLONIC THERAPY
SHORT WAVE ELECTRO THERAPY

- With a Very Efficient Staff in Attendance ---

SUPERVISOR A. S. Widdis

MANAGER L. G. Clarke

### See OLIVER

FOR ECONOMICAL POWER



OLIVER TRACTORS are noted for.

Low Operating Cost Low Upkeep
High Efficiency Long Life

#### A SIZE FOR EVERY FARM

See the OLIVER "70" OLIVER 18x28

OLIVER 28x44

And a full line of Quality Farm Equipment At Our Calgary Shewroom

#### OLIVER LIMITED

Cor. 10th Avenue and 10th Street West CALGARY - ALBERTA

Plinns W2233

### HARPER'S TIRE SERVICE

JACE HARPER - Prop.



Vulcanizing Belt Splicing our Specialty

While in Calgary Bring All Your Tire Troubles To US

Trade in your Old Tires on DUNLOP
Truck and Passenger Car Tires USE
Lug Grip and Studded Tires for extra traction.

Our method of Vulcanizing Tires in our Fully Modern Plant Guarantees Satisfaction and Lasting Service.

Save Time and Money by Having Your Belt Splicing Done at Harner's

Done at Harper's

Liberal Allowances for Your
Old Tires on
GOODYEARS

M7878 --PHONES -- Res. H1952 134 - 12th Avenue West Caigary, Alta.

- -

# Travel in Comfort in your own Trailer

## FOUR BIG MODELS

Your car dealer can give you all particulars about the BRANTFORD TRAVEL COACH manufactured by the Canada Carriage and Body Ca., Ltd., Brantford, Out. Ask him for full particulars about the four him all steel models TODAY



PRICES AT CALGARY - \$965.00 UP

BRANTFORD TRAVEL COACH!

Learn the Advantages of Trailer Travel NOW!

. .

ole Distributors for Alberta

COCKSHUT PLOW COMPANY, LTD.

#### GENERAL TRACTOR SUPPLY

Before OVERHAULING or REPAIRING your TRACTOR
Make it a point to get our prices on the following
emorphole:

For All Popular TRACTORS

Slevers, Pistons, Rings, Pins, Valves, Valve Springs, and Ginder Terministons, Wheel, Asle and Fon Bearings, Wrist Pin, Whoel, Governor and other types of Bross Bushuing and Fistings Gaskets Felts and Palis Returners Rodler and Boll Bearings of all types Spack Physis, Magneto Parts, Fin Bellis and Connecting Rod Laners, Camerican Rod Serves (eds.)

SEE US when you require-

AUTOMOBILE OF TRUCK PARTS

GENUINE ALEMITE ZERK GREASE GUNS and FITTINGS
PYROIL.
For all types of motors

YOU WILL SAVE MONEY on these QUALITY

ALL PARTS are NEW and GUARANTEED

Write to, or call at

GENERAL TRACTOR SUPPLY

1034 SECOND STREET EAST Phone M5978

CALGARY

ALBERTA



We specialize in NEW FURNACE INSTALLATION. If your fornace is smoking and gas escaping into the rooms, it's time for the furnace to be taken down and rebuilt. We specialize in this work.

We do RAVESTRONGHING and BIJLIAD RAIN WATER

CISTERNS in your basement.

We specialize in REPAIRS and MAKE NEW METAL,
PARTS for your SEPERATOR or COMBINE.

# The W. G. Garnier SHEET METAL WORKS

716a Eighth Avenue West

Phone R1134 Res. W2773

## T. S. JEFFERY

TAILOR to LADIES and GENTLEMEN

ESTABLISHED OVER 25 YEARS

1117 - 1st St. West (Traders Bldg)

Calgary

Call and see our full range of IMPORTED ENGLISH WORSTEDS, IRISH AND SCOTCH TWEEDS

Ask to see our special line of FOXHOUND TWEEDS, will retain the shape to the end of a long, satisfactory life.

Treat your wife and family, as well as yourself to a real tailored suit and by WKIL DRESSED.

SPECIAL NOTICE:

We give 3 days' service (if necessary) Call and make your selection and have it cut and fitted the same day, this will enable you to take it away with you. Have the satisfaction of knowing you have a Tailored Suit and made for you

#### FOR FAST SERVICE

# HIGH GRADE WELDING

Take Your Next Job to

## JACKSON'S WELDING & BLACKSMITH

816 Ninth Avenue West

Calgary, Alberta

Jackson's Welding have one of the best equipped welding stops in the province. They hold Government licenses for Boiler and High Pressure Work. They employ only first class mechanics. Whether you come to their Shop or have them bring their welding equipment to your job, you'll get the finest, most demendable welding on

#### PIPE, TANK and BOILER WORK

Next Time You Need Welding or Blacksmithing Get it done by

## JACKSON'S WELDING AND

BLACKSMITH SHOP 814 - 9th Avenue West Calgary, Alta, Phone M1996

(You'll find them listed in your phone book)

They also have portable machines and can travel anywhere to do any job required. They specialize in all branches of Welding, Blacksmithing and Macaine Work.



DEMPSTER WINDMILLS PUMPS 25% mere water in the lighter Winds Made in 6 ft., 8 ft., 10 ft., 12 ft. and 14 ft.





CASING and WATER SUPPLIES

A Guarantee of Quality, Service and Fair Treatment

MCPHERSON & THOM CO.
Phone M7347
Calgary, Alta. Regina, Sask.

regina, is

74

## Climax Washer

A GUARANTEED QUALITY WASHER AT A PRICE YOU CAN AFFORD TO PAY

Manufactured by Fairgrieve & Son, Limited, Toronto



Unequalted Performance and Economy

No need to go without the convenience of power washing just because your home is not wired for electricity.

The CLIMAX is available with either a guaranteed electric metor or a contract dependable 4-cycle gasoline engine made by one of Canada's largest manufacturers of small horse-power engines. You can use this engine for generating light for your house and charging your vadio battery.

Distributed by

UNITED ENGINES & THRESHERS LIMITED CALGARY EDMONTON

#### TRAILERS FOR SALE \_\_

# CALGARY AUTO WHEEL REPAIR SHOP

WIRE, DISK and WOOD WHEELS Trued, Repaired, Rebuilt, Exchanged

- All Work Guaranteed -

#### ARENDS

602 First Street East

Calgary, Alta.

M4702



